

A Listing of the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. – 18. (Canceled)

19. (Currently Amended) A system for automatically providing customer preferences during a fueling transaction, the system comprising:

[[a)]]a fuel dispenser with an audio/visual customer interface having a display and audio system;

[[b)]]wireless communication electronics associated with said fuel dispenser and adapted to receive signals from one or more customer remote communication units; and

[[c)]]a control system and memory associated with said communications electronics and said customer interface;

[[d)]]said control system adapted to receive the indicia from a customer remote communication unit and automatically provide the customer with select information at said customer interface, said select information being predefined by the customer and associated with the customer remote communication unit in advance of the fueling transaction.

20. (Previously Presented) The system of claim 19 wherein said memory is located apart from said fuel dispenser and is operatively associated with a central site control system.

21. (Previously Presented) The system of claim 19 wherein said control system includes a dispenser control system located in said fuel dispenser.

22. (Previously Presented) The system of claim 21 wherein said control system further includes a central site control system located apart from said fuel dispenser.

23. (Previously Presented) The system of claim 19 wherein said control system includes a central site control system located apart from said fuel dispenser.

24. (Previously Presented) The system of claim 19 wherein the indicia includes identification indicia and said select information is stored in said memory in association with the identification indicia of the remote communication unit and said control system is adapted to access said select information in said memory upon receipt of the identification indicia and provide the select information at the customer interface.

25. (Previously Presented) The system of claim 19 wherein said control system is adapted to access said select information at a remote network based on the indicia and provide the select information at the customer interface upon receipt of the indicia and accessing said select information.

26. (Previously Presented) The system of claim 19 wherein the indicia defines the select information stored in said memory, said control system adapted to access said select information using the indicia after receipt of the indicia and provide the select information at the customer interface.

27. (Previously Presented) The system of claim 19 wherein the indicia includes the select information and said control system is adapted to receive said select information through the communication electronics and provide the select information at the customer interface.

28. (Previously Presented) The system of claim 19 wherein said select information includes a desired greeting to be provided at the customer interface to the customer.

29. (Previously Presented) The system of claim 28 wherein said greeting is audibly presented to the customer.

30. (Previously Presented) The system of claim 28 wherein said greeting is visually displayed to the customer.

31. (Previously Presented) The system of claim 19 wherein said control system is adapted to allow a customer to modify the predefined selected information during a transaction to receive additional selected information.

32. (Previously Presented) The system of claim 31 wherein said control system stores the additional selected information as said selected information for future transactions.

33. (Previously Presented) The system of claim 32 wherein said control system and said communications system are adapted to transmit information to the remote communications unit to store the additional information as the selected information.

34. (Currently Amended) A system for automatically preventing presentment of information based on customer preferences during a fueling operation, the system comprising:

[[a]] a fuel dispenser with a customer interface adapted to present information to a customer during a transaction;

[[b]] wireless communications electronics associated with said fuel dispenser and adapted to receive signals from customer remote communications units associated with customers using the fuel dispenser; and

[[c]] a control system and memory associated with said communication electronics and said customer interface;

[[d]] said control system adapted to present said select information at said customer interface;

[[e]] said control system adapted to receive the indicia from a customer remote communication unit and prevent presentment of select information at said customer interface, said select information being selected by the customer and associated with the customer remote communication unit prior to the transaction.

35. (Previously Presented) The system of claim 34 wherein the indicia is identification indicia and said select information is stored in association with the identification indicia of the remote communication unit and said control system is adapted to identify said select information upon receipt of the identification indicia and prevent the presentment of the select information accordingly.

36. (Previously Presented) The system of claim 34 wherein the predefined parameters are transmitted to the communication electronics from said remote communication unit and said control system is adapted to receive the predefined parameters and control the transaction accordingly.

37. (Currently Amended) An interrogation system associated with a fuel dispensing system for automatically providing customer preferences to a customer during a fueling transaction, said system comprising:

[[a)]]a customer transaction interface associated with an interrogator for communicating with transponders; and

[[b)]]a control system and memory associated with said interrogator;

[[c)]]said control system adapted to interrogate a customer remote communication unit with said interrogator during a transaction to receive indicia associated with a predefined set of customer preferences and to provide automatically select types of information based on the predefined set of customer preferences associated with the received indicia, said predefined set of customer preferences determined by the customer in advance of the fueling transaction.

38. (Previously Presented) The system of claim 37 wherein said control system is further adapted to prevent displaying certain information based on said predefined set of customer preferences associated with the indicia received through said interrogator.

39. (Previously Presented) The system of claim 37 wherein the indicia received through said interrogator includes the select types of information comprising the set of customer preferences predefined by the customer in advance of the fueling transaction and said control system uses the indicia to access the information and provide the information to the customer.

40. (Currently Amended) A method for automatically providing customer preferences during a fueling transaction, the method comprising:

[[a]] receiving indicia from a customer remote communication unit in association with a fueling transaction;

[[b]] determining select types of information predefined by the customer using the indicia received from the customer remote communication unit, the select types of information being selected by the customer and associated with the remote communication unit in advance of the fueling transaction;

[[c]] accessing information defined by the select types of information; and

[[d]] providing the information to the customer during the [[re]]fueling transaction.

41. (Currently Amended) The method of claim 40 wherein the receiving ~~step~~ includes receiving identification indicia for the remote communication unit and the accessing ~~step~~ includes accessing information according to the select types of information in a database using the identification indicia.

42. (Previously Presented) The method of claim 40 wherein the indicia includes the select types of information.